

RECORDATION FORM COVER SHEET
PATENTS ONLY

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents at the new address(es) below.

1. Name of conveying party(ies) Varitalk, Inc. Varitalk, LLC FRL, LLC Frederick Lowe	2. Name and address of receiving party(ies) Name: Hankin Patent Law, A.P.C. Internal Address: Marc E. Hankin, USPTO Reg. No. 38,908 Street Address: 11414 Thurston Circle City: Los Angeles State: CA Country: USA Zip: 90049
3. Nature of conveyance/Execution Date(s): Execution Date(s): December 6, 2008 <input type="checkbox"/> Assignment <input type="checkbox"/> Merger <input checked="" type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Joint Research Agreement <input type="checkbox"/> Government Interest Assignment <input type="checkbox"/> Executive Order 9424, Confirmatory License <input checked="" type="checkbox"/> Other (see) Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
4. Application or patent number(s): A. Patent Application No.(s) 7,123,696 7,143,645	B. Patent No.(s) This document is being filed together with a new application. Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
5. Name and address to whom correspondence concerning document should be mailed: Name: Hankin Patent Law, A.P.C. Internal Address: Marc E. Hankin, USPTO Reg. No. 38,908 Street Address: 11414 Thurston Circle	6. Total number of applications and patents involved: Two (2) 7. Total fee (37 CFR 1.21(h) & 3.41). \$400.00 <input checked="" type="checkbox"/> Authorized to be charged to deposit account <input type="checkbox"/> Enclosed <input type="checkbox"/> None required (government interest not affecting title)
8. Payment Information City: Los Angeles State: CA Zip: 90049 Phone Number: 310-892-1613 Fax Number: 323-944-6209 Email Address: marc@hankinpatentlaw.com	Deposit Account Number: 503514 Authorized User Name: Marc E. Hankin
9. Signature: <i>Marc E. Hankin</i> Signature Marc E. Hankin Name of Person Signing	April 12, 2009 Date Total number of pages including cover sheet, attachments, and documents: 18

Documents to be recorded (including cover sheet) should be faxed to (877) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1488, Alexandria, VA 22313-1488

HANKIN PATENT LAW, APC
6404 Wilshire Boulevard, Suite 1020
Los Angeles, CA 90048-5512
Telephone 800.201.6670
Facsimile 323.944.0209
Marc@HankinPatentLaw.com
December 8, 2008

VIA E-MAIL ONLY

VARITALK, INC.
FREDERICK LOWE, frederick.lowe@varitalk.com
STEPHEN DRIMMER, sdrimmer@iconmobile.com
DEREK GOLDBERG, derek_goldberg@hotmail.com
CCs by Email: rgray@schindlerlaw.com, ralphjschindler@sbcglobal.net

Re: Updated Engagement and Retainer Agreement for Providing Legal Representation

Dear Messrs. Lowe, Drimmer, and Goldberg:

As you all well know, our law firm has long represented you and Varitalk, Inc., as Local Counsel for Robert Gray and Ralph Schindler on behalf of Varitalk, Inc., Stephen Dimmer, Frederick Lowe, and Derek Goldberg in the litigation now pending in the U.S. District Court for the Central District of California, captioned: *Mark Baker et al. v. Varitalk, Inc. et al.*, Case No. 07-CV-6622 VBF (FFM). As time has gone on, and situations have changed, my firm and I have become increasingly more involved in this litigation, effectively as Co-Counsel with Robert Gray. Accordingly, and because the State Bar of California requires it, we would like you each to review and sign this Engagement Letter to confirm your Waiver of any Conflict of Interest (Paragraph 8) and to confirm that you each are a direct Client (hereinafter collectively referred to as "You" or "Client") of **HANKIN PATENT LAW, A PROFESSIONAL CORPORATION**. Thank you very much!

We apologize for the length and complexity of this Engagement Letter, which comprises our firm's Retainer Agreement; however, the California Rules of Professional Conduct are quite explicit concerning what information must be contained in these Agreements, and we have found that the more that is disclosed before work is actually begun, the fewer questions and problems are likely to arise later because of billing inquiries.

This seven-page letter Agreement formally will set forth the terms and conditions pursuant to which we will act as your attorneys, and will define several aspects of the relationship between us and you, so that you will clearly understand the relationship and the scope of our representation. We look forward to a mutually beneficial relationship, and if at any time you have any question, comment, or require any additional information, please do not hesitate to contact me directly.

1. IDENTIFICATION OF PARTIES. This Agreement, executed in duplicate with each Party receiving an executed original, is made between **HANKIN PATENT LAW, A PROFESSIONAL CORPORATION**, hereinafter referred to as "Attorney" and **VARITALK, INC., STEPHEN DIMMER, FREDERICK LOWE, AND DEREK GOLDBERG**, hereinafter collectively referred to as "Client."

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2. LEGAL SERVICES TO BE PROVIDED. The legal services to be provided by Attorney to Client are listed in the first paragraph of this letter. In addition, even after the normal conclusion of services, including but not limited to intellectual property prosecution projects, if any individual lawyer who has performed services for Client on behalf of Attorney ever is called upon to perform additional services, including being deposed about the matters that were the subject of the representation, Client agrees to pay Attorney (or the lawyer's then-current employer) the then-applicable hourly rates for the applicable lawyer's time, including preparation time.

3. LEGAL SERVICES SPECIFICALLY EXCLUDED. If Client desires Attorney to provide any legal services not to be provided under this Agreement, a separate agreement between Attorney and Client will be required. Absent execution of a new contract in writing, this contract will govern all future services Attorney may perform for Client.

4. RESPONSIBILITIES OF ATTORNEY AND CLIENT. Attorney will perform the legal services called for under this Agreement, keep Client informed of progress and developments, and respond promptly to Client's inquiries and communications. Client will cooperate with Attorney, attend all meetings, arbitrations, mediations or court events as requested, provide necessary declarations, promptly pay all fees and costs, and keep Hankin Patent Law informed of client's whereabouts and current street address, telephone number(s), fax number, and e-mail address at all times.

5. ADVANCE DEPOSIT. No advance deposit is being required, but Client agrees to continue to pay Attorney's invoices in full within five (5) days of receipt, unless an amount is questioned and brought to the attention of Attorney within that period of time, whereupon all non-questioned amounts shall be paid promptly, and the questioned amount shall be paid when resolved.

6. FEES. Fees billed to clients reflect Attorney's judgment of the fair value of those legal services reasonably required. Time will be accounted for in tenths of an hour (6-minute increments) and fees are calculated by applying hourly rates assigned to attorneys and other staff. Fees and expenses will be billed regularly and are due upon receipt. Any bills that are not paid within five (5) days from our emailing may be subject to a late charge equal to the lesser of 1% per month on the unpaid balance or the maximum rate permitted by law. All rates are reviewed annually and may be adjusted periodically. Client and Attorney have agreed that Attorney will bill Client on an hourly basis as set forth below:

Marc E. Hankin	\$ 350.00
Associates	\$ 150.00 - \$ 250.00
Paralegals	\$ 125.00

7. COSTS AND EXPENSES. Client is responsible for all costs and expenses incurred by Attorney in this representation including expenses for filing, recording, service of process and sheriff's fees, experts, travel, lodging, meals, telephone calls, messengers, photocopying, facsimile, computer research, mileage, word processing, post-representation off-site records storage, and

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necessary clerical staff overtime. Certain services may include a standard overhead component when billed. Attorney may advance any or all of these costs and expenses on behalf of Client, as deemed appropriate. If Attorney advances these costs and expenses, Client will remain ultimately liable for all such costs and expenses, and Client hereby agrees to reimburse Attorney regardless of the outcome of this matter. Attorney reserves the right to request that Client pre-pay certain costs, and pay directly to the vendor(s) any costs in excess of \$250.00. All costs and expenses will be charged at Attorney's actual cost or at the applicable IRS approved rate.

8. REPRESENTATION OF ADVERSE INTERESTS. When there is more than one individual client or entity identified in Paragraph 1 hereinabove (the "prospective Clients"), each of the prospective Clients identified therein is hereby informed of the following Rules of Professional Conduct of the State Bar of California ("the Rules"). The Rules require that, before an attorney may begin (or continue) to represent the client when the attorney has or had a relationship with another party interested in the subject matter of the attorney's proposed representation of the client, that the attorney must inform the client in writing of the relevant circumstances and of the actual and reasonably foreseeable adverse consequences to the client. Each of the prospective Clients is hereby further informed that the Rules require that, before an attorney may represent a party who has, in a separate matter, an interest adverse to that of Attorney's client in the separate matter, Attorney obtain the informed written consent of both parties. Attorney is not aware of any relationship it has with any party (other than the prospective Clients identified hereinabove and their current other attorneys, Robert Gray and Ralph Schindler) who may be interested in the subject matter of Attorney's services for the prospective Clients under this Agreement or of any separate matter in which Client has an interest adverse to that of any client of Attorney. As to the prospective Clients identified hereinabove, there may be an actual Conflict of Interest. If any of the facts told to Attorney prior to the complete execution of this Agreement differ from the truth, then it is quite possible that one or more of the prospective Clients identified hereinabove has an actual Conflict of Interest with one or more of the other prospective Clients identified hereinabove. By signing hereinbelow, each prospective Client, on behalf of himself, herself, or itself, certifies that s/he or it is not aware of any fact(s) that differ from what has been told to Attorney, and is not aware of any reason that there is an actual Conflict of Interest. Each person signing hereinbelow represents and warrants that the foregoing is true and correct, and also hereby irrevocably waives any actual Conflict of Interest (of course, any person or individual may always obtain replacement counsel, if so advised, or if facts or laws change). Finally, by signing hereinbelow, each prospective Client, on behalf of himself, herself, or itself, hereby indemnifies and agrees to hold harmless Attorney against any and all claims and/or expenses arising out of any later-discovered or declared Conflict of Interest. Without limiting the generality of the foregoing, specifically, Attorney shall not be held responsible legally, ethically, financially, or in any other way, shape, form, or manner for any actual Conflict of Interest that may exist between any two or more prospective Clients identified hereinabove.

9. ATTORNEY'S LIEN. Client hereby grants Attorney a lien on any and all claims or causes of action that are the subject of Attorney's representation under this Contract, and/or on any form of Intellectual Property owned by Client that is a subject of the Representation. Attorney's

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lien will be for any unpaid sums for fees and/or costs owing to Attorney at the conclusion of Attorney's services. As applicable, said lien will attach to any recovery Client may obtain, whether by arbitration award, judgment, settlement or otherwise.

10. DISCHARGE OF ATTORNEY. Client may discharge Attorney at any time by written notice effective when received within two days of delivery to Attorney. Unless specifically agreed by Attorney and Client, Attorney will provide no further services and advance no further costs on Client's behalf after receipt of the notice. If Attorney is Client's attorney of record in any proceeding, Client will execute and return a substitution-of-attorney form immediately on its receipt from Attorney. Notwithstanding Attorney's discharge, Client will be obligated to pay Attorney's contractual attorney's fees for all services provided and to reimburse Attorney for all costs incurred or advanced by Attorney, before the discharge and incurred in effectuating the discharge, including the costs and fees associated with compiling, reviewing, and returning or forwarding the files.

11. WITHDRAWAL OF ATTORNEY. Attorney may withdraw at any time as permitted under the Rules of Professional Conduct of the State Bar of California. The circumstances under which the Rules permit such withdrawal include, but are not limited to Client consent or Client's conduct rendering it unreasonably difficult for Attorney to carry out the employment effectively. We may withdraw as counsel at any time as permitted under the Rules of Professional Conduct of the State Bar of California. The circumstances under which the Rules permit such withdrawal include, but are not limited to, the following: (a) the client consents; and (b) the client's conduct renders it unreasonably difficult for us to carry out the representation effectively. Additionally, we may be required or elect to withdraw if a conflict of interest develops between Client, any other persons and entities and/or Attorney, including any conflict between the interests of Client and Attorney and is not waived or waivable which adversely affects our ability to provide the type of representation we have a duty or should provide to each of our clients, or if the matter requires an expertise which we do not have and it would not be practicable for us to try to develop under the circumstances. Notwithstanding Attorney's withdrawal, Client is obligated to pay Attorney the contractual attorney's fees for all services provided and to reimburse Attorney for all costs incurred or advanced by Attorney before the withdrawal or in the case of an adjudicatory proceeding, through the time when an order allowing the withdrawal is obtained.

12. CONCLUSION OF SERVICES. At the conclusion of Attorney's services, all unpaid charges shall immediately become due and payable.

13. ERRORS AND OMISSIONS. Attorney maintains errors and omissions insurance coverage applicable to the services to be rendered.

14. SETTLEMENT CONSENT. No settlement shall be made without the consent of all Parties to this Agreement which may be in the form of an oral consent.

15. RELEASE OF CLIENT'S PAPERS AND PROPERTY AND POST-REPRESENTATION STORAGE FEES. At the termination of services under this Agreement,

VARITALK, INC.
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Attorney will release promptly to Client, upon Client's written request, all of Client's papers and property. Attorney reserves the right to make a copy of any or all parts of the file(s), if in Attorney's sole discretion, such copy needs to be kept, and Client agrees to pay the reasonable cost for the copying of same. "Client's papers and property" include items reasonably necessary for Client's representation. If Client's papers and property are unclaimed by Client, Client acknowledges that the records will be discarded if unclaimed after seven years.

16. MODIFICATION BY SUBSEQUENT AGREEMENT. This Agreement may be modified by subsequent agreement of the Parties only in writing.

17. ARBITRATION OF FEE DISPUTE. If a dispute arises between Attorney and Client regarding attorney's fees or costs under this Agreement and Attorney files suit in any court, Client will have the right to stay that suit by timely electing to arbitrate the dispute under Business and Professions Code sections 6200-6204, 6206 in which event Attorney must submit the matter to such non-binding arbitration.

18. ARBITRATION OF FEE DISPUTE OR MALPRACTICE CLAIM WAIVER OF RIGHT TO JURY TRIAL. If Client has waived or exhausted the provisions of Business and Professions Code sections 6200-6204, 6206 and a dispute exists between Attorney and Client regarding attorney's fees or costs due under this Agreement or regarding a claim as to whether any legal services rendered by Attorney under this Agreement or otherwise, were improperly, negligently, or incompetently rendered, or otherwise rendered in breach of a contractual or ethical duty, the dispute will be submitted for arbitration, and Attorney and Client will be bound by the result.

Client understands and acknowledges that, by agreeing to binding arbitration, Client waives the right to submit the dispute for determination by a court and thereby also waives the right to a jury trial. Client acknowledges that it has been informed that the grounds for appeal of an arbitration award are very limited compared to a court judgment or jury verdict.

It is further agreed and understood that initial resort to the courts by either Party shall not be considered a waiver of that Party's right to compel binding arbitration under this provision. Arbitration shall be in accordance with Code of Civil Procedure § 1280 et seq. with each Party selecting a Party arbitrator who, in turn, shall select a neutral arbitrator unless the amount in controversy is less than \$25,000 in which case the matter will be decided by a single neutral arbitrator. Attorney and Client agree that the legal services which are the subject of this Agreement and all payment therefor are to be rendered at Attorney's law office in Los Angeles which city shall be a proper venue for any legal proceedings hereunder.

19. DISCLAIMER OF GUARANTEE. Although Attorney may offer an opinion about possible results regarding the subject matter of this Agreement, Attorney cannot guarantee any particular result. Client acknowledges that Attorney has made no promises about the outcome,

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including the costs and expenses of any transaction or litigation, that any budget provided is merely an estimate, and any opinion offered by Attorney in the future will not constitute a guarantee.

20. EFFECTIVE DATE OF AGREEMENT. The effective date of this Agreement will be the latest date of signing by Client, or an authorized representative of Client, and signing by a Partner of Hankin Patent Law but its terms shall be retroactive to the date Attorney first performed services for Client which are the subject of this Agreement.

21. OPPORTUNITY TO CONSULT WITH OTHER COUNSEL. You may wish to consult with another attorney before signing below. Your signature will certify that you have either met with another attorney before signing or have chosen not to do so, but yet you understand and appreciate you have the right and have had the opportunity to consult with another attorney, and that you have read and understood each and every provision of this Agreement.

22. ENTIRE AGREEMENT. This Agreement contains the entire agreement of the Parties. No other agreement, statement, or promise made on or before the effective date of this Agreement will be binding on the Parties.

23. SEVERABILITY IN EVENT OF PARTIAL INVALIDITY. If any provision of this Agreement is held by a court or other tribunal of competent jurisdiction, in whole or in part, to be invalid, illegal, or unenforceable in any respect, for any reason, the validity, legality and enforceability of the remainder of that provision, any other remaining provisions, and of the entire Agreement shall not in any way be affected or impaired thereby, and shall be interpreted, to the extent possible, to achieve the purposes as originally expressed with the provision found to be invalid, illegal or unenforceable. Each provision hereof is intended to be severable, and the validity, legality, or enforceability of any provision of this Agreement shall not affect the validity, legality, or enforceability of the remainder of the Agreement.

It is so agreed,

"Attorney"

HANKIN PATENT LAW,
A Professional Corporation

By: Marc E. Hankin
Marc E. Hankin

VARITALK, INC.
FREDERICK LOWE
STEPHEN DRIMMER
DEREK GOLDBERG
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I have read and understood the terms on each of the foregoing seven pages and agree to them, as of the date Hankin Patent Law, A Professional Corporation first provided legal services.

"CLIENT"
VARITALK, INC.

By: _____
Name: FREDERICK LOWE
Title: CEO, VARITALK, INC.

"CLIENT"
FREDERICK LOWE

By: _____
Name: Frederick Lowe

"CLIENT"
STEPHEN DRIMMER

By: _____
Name: STEPHEN DRIMMER

"CLIENT"
DEREK GOLDBERG

By: _____
Name: DEREK GOLDBERG

APPROVED AS TO FORM AND SUBSTANCE:

By: _____
Name: ROBERT GRAY, ESQ.

VARITALK, INC.
FREDERICK LOWE
STEPHEN DRIMMER
DEREK GOLDBERG
December 8, 2008
Page 7 of 7

I have read and understood the terms on each of the foregoing seven pages and agree to them, as of the date Haskin Patent Law, A Professional Corporation first provided legal services.

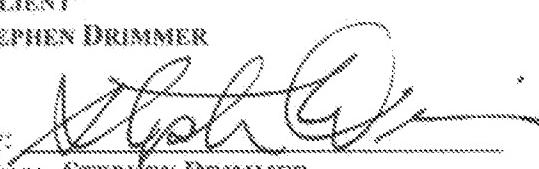
"CLIENT"
VARITALK, INC.

By: _____
Name: FREDERICK LOWE
Title: CEO, VARITALK, INC.

"CLIENT"
FREDERICK LOWE

By: _____
Name: FREDERICK LOWE

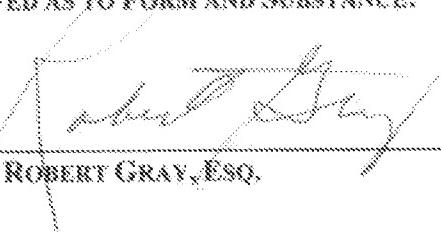
"CLIENT"
STEPHEN DRIMMER

By: 
Name: STEPHEN DRIMMER

"CLIENT"
DEREK GOLDBERG

By: _____
Name: DEREK GOLDBERG

APPROVED AS TO FORM AND SUBSTANCE:

By: 
Name: ROBERT GRAY, ESQ.

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USA

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Expires on: 10-08-2016
Last Updated on: 28-Nov-13

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CONTACT

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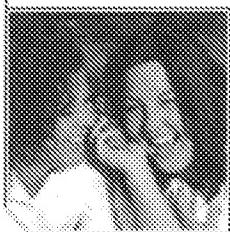
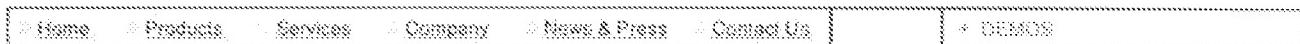
Varitalk's patented technology empowers companies and content providers to literally speak to consumers on a personal level, with individually customized messages in the celebrity or character voice of their choice.

A creative advertising and sales partner to movie studios, television networks, agencies, brands and celebrities, Varitalk is revolutionizing the way people advertise and generate revenue across online and mobile landscapes.

53 w jackson pldz suite 1810 chicago illinois 60606

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US Patents #7,120,886 and #7,142,845.



MOBILE CONTENT

Some things just have to be heard to be believed.

With VariTalk, people can super-personalize their own mobile content in the character or celebrity voice of their choice. It's mobile content that literally says whatever you want in whatever voice you want. To check it out, try some of the demos below.

Vato Loco



- [Ringtone 1 \(Demo\)](#)
- [Ringtone 2 \(Demo\)](#)
- [Voicemail \(Demo\)](#)

Movie Trailer Guy



- [Ringtone 1 \(Demo\)](#)
- [Ringtone 2 \(Demo\)](#)
- [Voicemail \(Demo\)](#)

Game Show Host



- [Ringtone \(Demo\)](#)
- [Voicemail \(Demo\)](#)

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Entity Details

THIS IS NOT A STATEMENT OF GOOD STANDING

File Number:	3963315	Incorporation Date / Formation Date:	05/02/2005 (mm/dd/yyyy)
Entity Name:	VARITALK, INC.		
Entity Kind:	CORPORATION	Entity Type:	GENERAL
Residency:	DOMESTIC	State:	DE

REGISTERED AGENT INFORMATION

Name:	THE CORPORATION TRUST COMPANY		
Address:	CORPORATION TRUST CENTER 1208 ORANGE STREET		
City:	WILMINGTON	County:	NEW CASTLE
State:	DE	Postal Code:	19801
Phone:	(302)658-7681		

Additional information is available for a fee. You can retrieve Status for a fee of \$10.00 or more detailed information including current franchise tax assessment, current filing history and more for a fee of \$20.00.

Would you like Status Status,Tax & History Information

To contact a Delaware Online Agent click [here](#).



CORPORATION FILE DETAIL REPORT

Entity Name	VANITALK, INC.	File Number	88813925
Status	NOT GOOD STANDING		
Entity Type	CORPORATION	Type of Corp	FOREIGN BCA
Qualification Date (Foreign)	01/09/2008	State	DELAWARE
Agent Name	RALPH J SCHWIDLER JR	Agent Change Date	01/09/2008
Agent Street Address	55 W JACKSON BLVD SUITE 818	President Name & Address	DEREK GOLDSBERG 9870 W PICO LOS ANGELES CA 90036
Agent City	CHICAGO	Secretary Name & Address	FREDERICK LOWE 53 W JACKSON BLVD CHICAGO IL 60664
Agent Zip	60604	Duration Date	PERPETUAL
Annual Report Filing Date	000000000	For Year	2008

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Lien Showing Chain of Title, Page 14 of 18**California Business Portal**

DISCLAIMER: The information displayed here is current as of Apr 13, 2009 and is updated weekly. It is not a complete or certified record of the Limited Partnership or Limited Liability Company.

LP/LLC**VARITALK, LLC**

Number: 200616610062 Date Filed: 6/1/2006 Status: active

Jurisdiction: DELAWARE**Address**

15490 VENTURA BLVD STE 240

SHERMAN OAKS, CA 91403

Agent for Service of Process

DAVID A. LAZAR

15490 VENTURA BLVD STE 240

SHERMAN OAKS, CA 91403

Blank fields indicate the information is not contained in the computer file.

If the agent for service of process is a corporation, the address of the agent may be requested by ordering a status report. Fees and instructions for ordering a status report are included on the Business Entities Records Order Form.



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*NOTE: Results display only for issued patents and published applications.
For pending or abandoned applications please consult USPTO staff.*

Total Assignments: 1

Patent #: 7123696 Issue Dt: 10/17/2006 Application #: 10695517 Filing Dt: 10/06/2003
Publication #: 20049107169 Pub Dt: 06/03/2004

Inventor: Frederick Lowe

Title: METHOD AND APPARATUS FOR GENERATING AND DISTRIBUTING PERSONALIZED MEDIA CLIPS

Assignment: 1

Reel/Frame: 016362/0051 Recorded: 03/23/2004 Pages: 2

Conveyance: ASSIGNMENT OF ASSIGNEE'S INTEREST (SEE DOCUMENT FOR DETAILS).

Assignor: LOWE, FREDERICK Exec Dt: 01/30/2004

Assignee: GSL LLC

15490 VENTURA BLVD.
SUITE 220
LOS ANGELES, CALIFORNIA 91483

Correspondent: JOSEPH J. MAYO
7910 TWINHOES AVE #325
LA JOLLA, CA 92037

Search Results as of 06/17/2009 12:31 PM

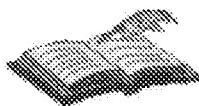
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*NOTE: Results display only for issued patents and published applications.
For pending or abandoned applications please consult USPTO staff.*

Total Assignments: 1

Patent #: 7142645 Issue Dt: 11/28/2006 Application #: 11040166 Filing Dt: 01/20/2005
Publication #: 20050185919 Pub Dt: 08/25/2005

Inventor: Frederick Lowe

Title: SYSTEM AND METHOD FOR GENERATING AND DISTRIBUTING PERSONALIZED MEDIA

Assignment: 1

Reel/Frame: 016528/0304 Recorded: 05/03/2006 Pages: 2

Conveyance: ASSIGNMENT OF ASSIGNEE'S INTEREST (SEE DOCUMENT FOR DETAILS).

Assignor: LOWE, FREDERICK Exec Dt: 01/21/2006

Assignee: OSL, LLC

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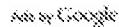
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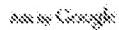
 

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Owner: **GSI, LLC STEPHEN DRIMMER, USA FREDERICK LOWE, USA DEREK GOLD, USA ANTHONY JAMES, USA**

Owner Address: Suite 220 15490 Ventura Blvd. Sherman Oaks CALIFORNIA 91403

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Owner:	QSL, LLC STEPHEN DRIPPER, USA FREDERICK LOWE, USA DEREK GOLD, USA ANTHONY JAMES, USA Owner Details
Owner Address:	Suite 220 15490 Ventura Blvd, Sherman Oaks CALIFORNIA 91403
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Technical Example

In a tag reader/writer 16 according to the present invention, first, a temporary ID receives 33 receives a temporary ID unit of temporary IDs of RFID tags 41-48, and 49 detected by another tag reader/writer 36, and stores them into a temporary ID storage 38 13. When the tag reader/writer 16 detects RFID tags 41, 42, 48, 46, and 49 within a communication area of its own, a temporary ID receiver 33 thereof receives temporary IDs of those RFID tags and stores them into the temporary ID storage 38 13. Thereafter, the tag reader/writer 16 makes a temporary ID comparator 14 compare temporary ID units stored, to specify a temporary ID corresponding to a difference between them, based on the result of the comparison. When the temporary ID is a decrease, it is determined to be a lost article, and a message of the lost article is sent. When the temporary ID is an increase, it is determined to be a newly purchased article, and related advertisement information is provided.